RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 20, 1998

RJR Account #180000
R. Rinde
ELMIRA DISTRIBUTING

SALEM TEAR TAPE PROMOTION #800438: JULY - SEPTEMBER

Dear Rich:

Attached are **July** orders for *Salem .30¢ Tear Tape* product. 40-Pack Displays (Item #541964 @ 1/SKU) are being shipped with ***July*** *Salem Tear Tape product.* These Displays need to be maintained by participating Retailers for 3rd Quarter Salem Tear Tape distributions: July / August / September (see attached 'Retailer Letter'). This product is being shipped @ .30¢ off-invoice.

RJR will reimburse you **$7.00** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

Display Detail / Item #541964

SKU CUBE:	**0.5020**
SKU WT (w/o Product):	**1.1350 lbs**
Retail Sales Offers per SKU:	**40 units**
Billing per SKU:	**4 Cartons**

PARTNERS 'BONUS' REPORTING DESCRIPTION	SAL_98_.30/_1PK_

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162605
Enc. Retailer Letter
Retail Customer List

3QTRSAL.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/mlmy0000

ELMIRA DISTRIBUTING

JULY DELIVERY
SALEM TEAR TAPE

UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JUNE PRODUCT DISTRIBUTION TO MEET JULY DISTRIBUTION AS NEEDED

PO #062998-S

22 SKUs of Displays (Item #541964)

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	1
12300-24195	*Full Flavor 100*	1
12300-24196	*Light*	1
12300-24197	*Light 100*	1

PRODUCT / DISPLAYS ARRIVAL: JUNE 29, 1998

SHIP DATE TO RETAIL: WEEK OF: JULY 13, 1998

EFT $ AMOUNT: $1,298.44

PACKING / SHIPPING PAYMENT $28.00
(4 (6M) promoted case(s) @ $7.00).

JULY Drive Period 807 / Promotion #800438

PROMOTION DESCRIPTION: *EACH DISPLAY CONTAINS 40 .30¢ OFF PER PACK OFFERS (4 CARTONS). PACK AND SHIP ONE (1) DISPLAY, ALONG WITH ANY ADDITIONAL PRODUCT REQUIRED, AS INDICATED ON THE ATTACHED CUSTOMER LIST.*

RETAILER NEEDS TO MAINTAIN SALEM 40-PACK DISPLAY FOR FUTURE DRIVE PERIODS (INCLUDE A COPY OF THE ENCLOSED 'RETAILER LETTER' IN EACH DISPLAY SHIPPED TO RETAIL)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 180000 ELMIRA TOBACCO CO., INC. <DIRECT>
TEMPLATE : 800438 80700 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	SUPPLIER
162602	162225	430853	RETSOF SHUR SAVE	2727 GENESEE ST.	RETSOF	NY	14539	1	1	1	1	4		
162604	162225	269729	WAYLAND FOODMART	E NAPLES ST	WAYLAND	NY	14572	3	4	3	2	12		
162605	162228	192094	C & S MOBIL MART/F	3301 CHAMBERS RD	HORSEHEADS	NY	14845			1	1	2		
162605	162225	239960	POST CREEK BUSY MAR	ROUTE 414	BEAVER DAMS	NY	14812	1	4	2	3	10		
162605	162228	269467	LEWIS BROS	703 WESTLAKE ST	HORSEHEADS	NY	14845			2		2		
162605	162225	269783	CFM #33-094/F	3 BEARTOWN RD	PAINTED POS	NY	14870	1	1	2	2	6		
162605	162232	429128	BEV'S VARIETY	91-93 MAIN ST	PHELPS	NY	14532	1	1	1	1	4		
162605		586474	POINT BEVERAGE	804 LAKE ST	ELMIRA	NY	14901	1				1		
162605	162225	595846	POPPERS	110 VICTORY HWY	PAINTED POS	NY	14870	3	3	3	3	12		
162605	162228	651484	JEFF'S MOBIL	639 W. CHURCH ST.	ELMIRA	NY	14905	1	1	1	1	4		
162605	162228	708676	CAESAR'S SOUTHTOWN	SOUTHTOWN PLAZA-C	ELMIRA	NY	14904	4	4	4	4	16		
162605	162624	715512	STOP 21 II	539 N MAIN ST	CANANDAIGUA	NY	14424	1	1	1	1	4		
162605	162228	731970	QUALITY BEVERAGE	1137 MAPLE AVE	ELMIRA	NY	14904	1	1	1	1	4		
162605	162228	737481	SUE'S PINE VALLEY B	RT 14 BOX 55	PINE VALLEY	NY	14872	1	1	1	3	6		
162605	162225	752652	ODESSA COUNTRY STOR	4884 MAIN STREET	ODESSA	NY	14869			1	1	2		
162605	162228	752764	J&L DAIRY	455 ITHACA ROAD	HORSEHEADS	NY	14845	1	1	1	1	4		
162605	162228	762547	CAESAR'S PARTY WORL	2077 LAKE RD	ELMIRA HEIG	NY	14903	2	2	2	2	8		
162605	162228	763454	JEFF'S MOBIL	2161 GRAND CENTRA	HORSEHEADS	NY	14845	1	1	2	1	5		
162605		763557	LINDA'S CITGO	ROUTE 14	MONTOUR FAL	NY	14865			3	1	4		
162605	162228	764246	A-PLUS MINIT #60065	625 PENNSYLVANIA	ELMIRA	NY	14904				1	1	0362-0102	046292
162605	162225	764282	RT #414 RED & WHITE	1596 STATE ROUTE	WATKINS GLE	NY	14891	1	1	2	3	7		
162606	162225	518794	ARGENTINERIS GROCER	104 LODER ST	HORNELL	NY	14843			1	1	2		

PAGE BREAK TOTAL ACCOUNTS	22	TOTAL QUANTITY	24	27	35	34	120	
TEMPLATE TOTAL ACCOUNTS	22	TOTAL QUANTITY	24	27	35	34	120	

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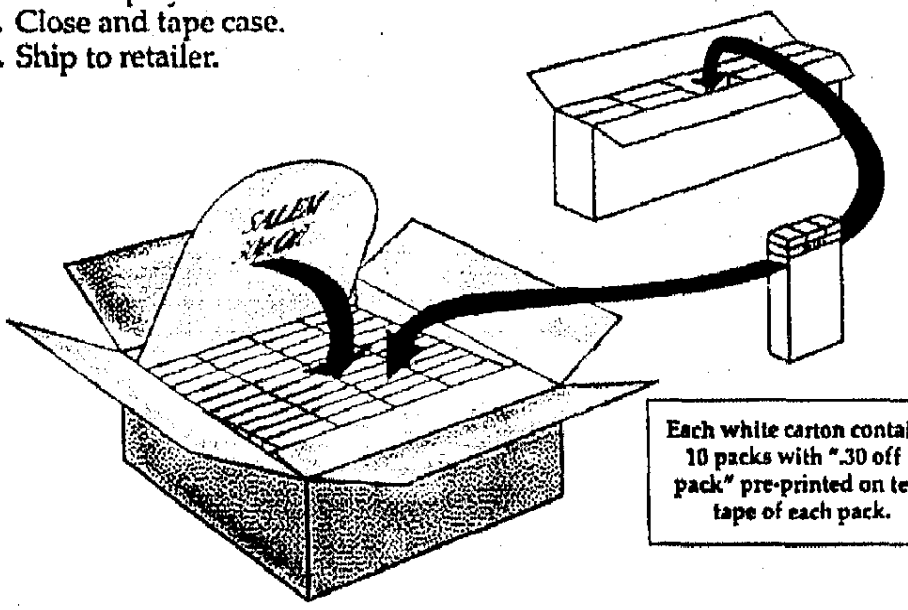
WHOLESALER PACKING INSTRUCTIONS

SALEM TEAR TAPE | **3RD QTR.'98**

July SALEM 30¢ OFF 1 Pack Tear Tape

STEPS

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Each white carton contains 10 packs with ".30 off 1 pack" pre-printed on tear tape of each pack.

Item: # 541964

MSA Promotion Reporting Description: SAL 98 .30/1 PK

Brand Style						
Number of Cartons						

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Salem '98

30¢ Off Pack Promotion

NOW OFF-INVOICE

- Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's
- All displays/POS available for order in "eaches"

40-PACK SHIPPER DISPLAY

item #541964

- Small footprint
- Shipped pre-assembled with product and paster
- Price discount clearly communicated

item #541970

- Comes packed in shipper display

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

NEW FOR '98!

item #541973

- Impactful 3-D pack replicas
- Designed to increase awareness in self-service and non self-service locations
- Must be ordered separately from shipper display

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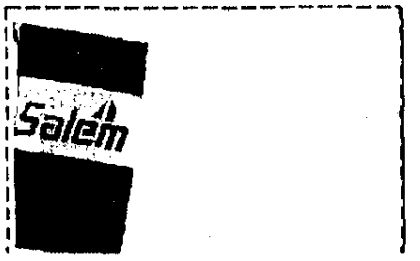
RJR TOBACCO



To All RJR Retail Partners

RETAILER LETTER

SALEM .30¢ OFF / PACK

$3.00 OFF / CARTON

- THE 40-PACK DISPLAY BEING SHIPPED TO YOU FROM YOUR WHOLESALER FOR SALEM PROMOTED PRODUCT IS TO BE MAINTAINED FOR USE WITH FUTURE SALEM PROMOTIONS THROUGHOUT 1998.
- YOUR WHOLESALER WILL SHIP .30¢ OFF/ PACK AND $3.00 OFF/ CARTON PROMOTED PRODUCT WHICH IS IS TO BE PLACED INTO THE 40-PACK DISPLAY.

AS ALWAYS, THANK YOU FOR YOUR ASSISTANCE IN THE MARKETING OF OUR PRODUCTS.

IF YOU HAVE ANY QUESTIONS REGARDING THIS SHIPMENT PLEASE CONTACT YOUR RJR REPRESENTATIVE.

ROU #1610

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